



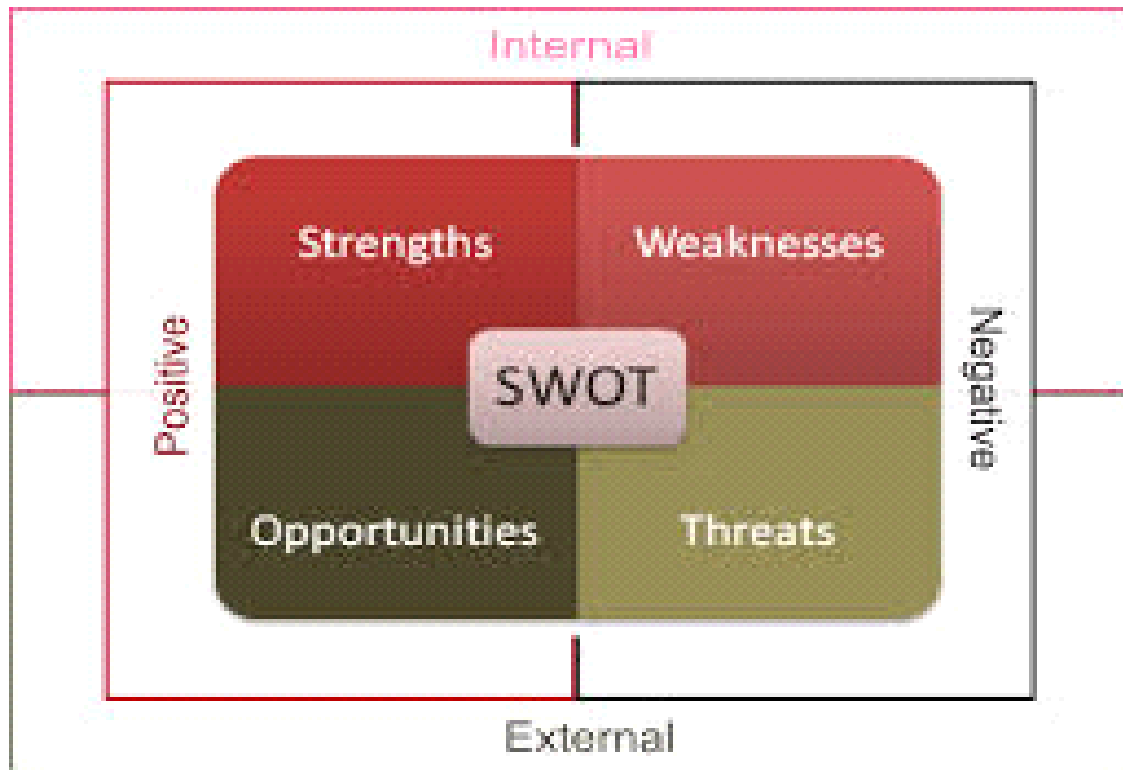
SWOT ANALYSIS

MAY 2016

What is a SWOT analysis:

A simple technique used to analyse the strategic capability of a business entity regarding its strength, weakness, opportunities and threats.

In case of SWOT analysis of SKANS I will try to provide a better understanding of its SWOT that could affect its operational activity in any case.



The information provided could be limited because the analysis is just based on my perception.

Positive internal analysis:

Strengths:

- Highly advanced consultancy staff that increases the number of students in skans. Sir Ammar has a charming way of persuading them to get admitted in the skans.
- The skans faculty is accounts related and thus if any teacher is unable to come then there are several employees who could teach on behalf of a teacher as is done by sir Ali suffyan who is the head of CIMA department but teaches management and financial classes

as well.

- Skans authorises students to plan events on their own and helps them to organize the events such as Annual dinner or trips to various places. That encourages students to present a better image of skans, and that also urges the visitors to join the SKANS and be a part of that.
- As skans was founded 25 years before, and because of very high number of achievements in the exams of CA held by ICAP and ACCA the institute is considered as a leading accountancy institute in PAKISTAN.
- Highly qualified teachers having job experience of 23 years such as Sir Asif, who is also 5 times gold medalist from ICAP distincts SKANS from all other institutions teaching accountancy in Islamabad and rawalpindi region.
- Location of skans is also one considerable aspect which no one can deny as its strength, this is present nearer to the main market and is situated in one of the cleanest sector of Islamabad and also in center of provincial area that offers a greater affects on the students searching for an Standard institute in an distinguished city.

Negative internal analysis:

Weaknesses:

- As skans provides accountancy coaching in CA, ACCA and CIMA. Not all departments are earning enough revenues to tackle the expenses incurred in their normal courses of operations, As CIMA

department has comparatively lesser number of students and it can not provide as profit as other departments are. Even SKANS admin is not making any serious research how to attract more students in this department.

- Because of warm welcoming consultants, each dull and bright student coming to Skans is allowed to get admitted in the institution. That affects the effectiveness of teachers conveying coaching to the students because of distinguished learning capability of students. So teachers have to work hard to get each of them passed.
- Advance receipt of fees allows students to get coaching for the subjects they have failed to pass. That is major factor affecting the annual result of Skans and thus declines the willingness of a student to get admitted in SKANS.
- Skans does not offer any Scholarships and subsidies to students having high grades in previous studies, so no promotional attitude at all.
- Absence of specified boundary enhances parking problems and ruins the privacy of students. The road nearby is noisy which distracts attention and increases the tension.
- Administration staff does not lend special attention to students' plea and co-ordination is not sufficient enough to provide basic services to Students. AC's, Lab computers more often remain switched off and most are not working properly.